

۱۱۶۸

662281-29162550

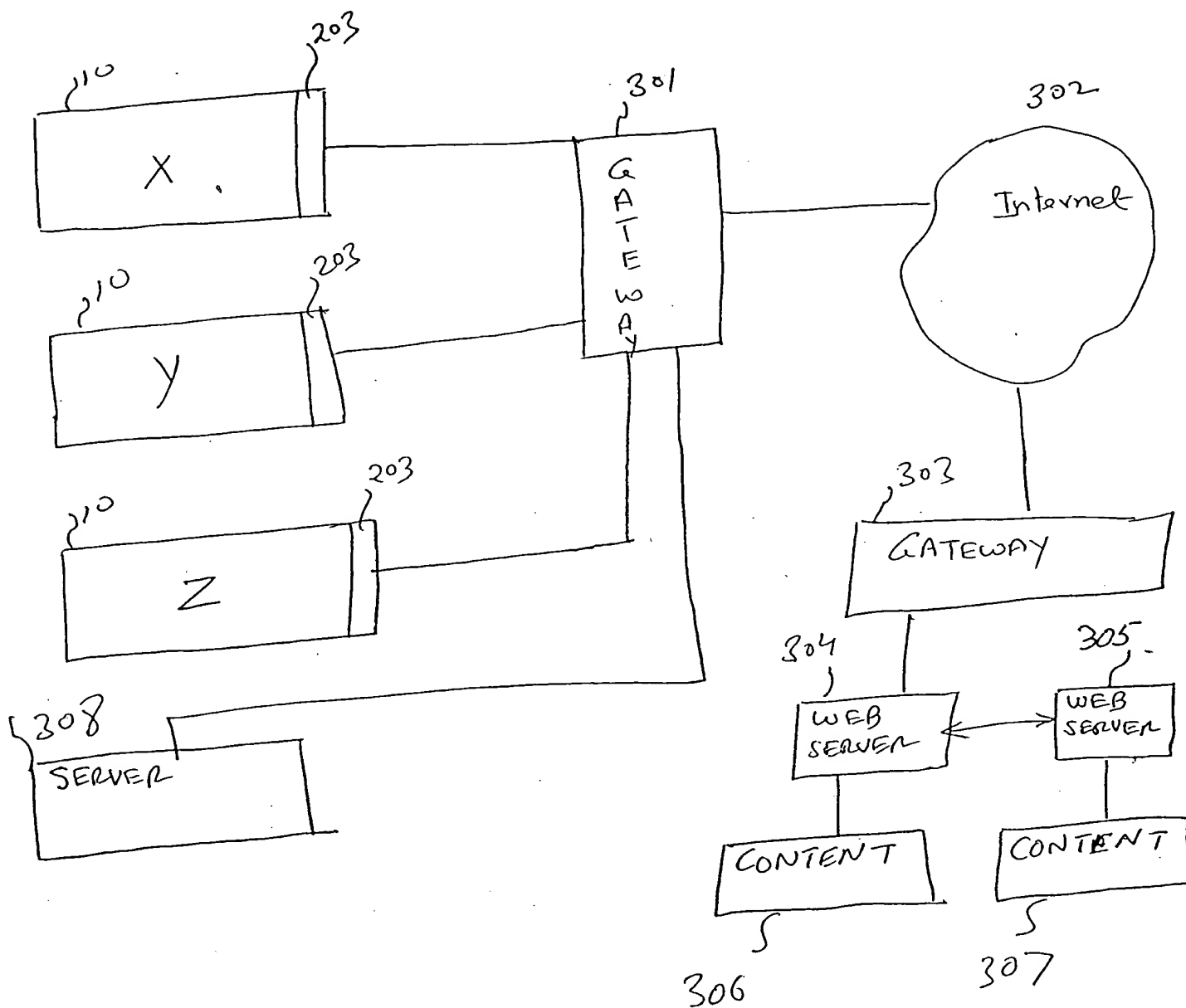
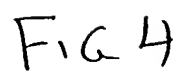


FIG. 3



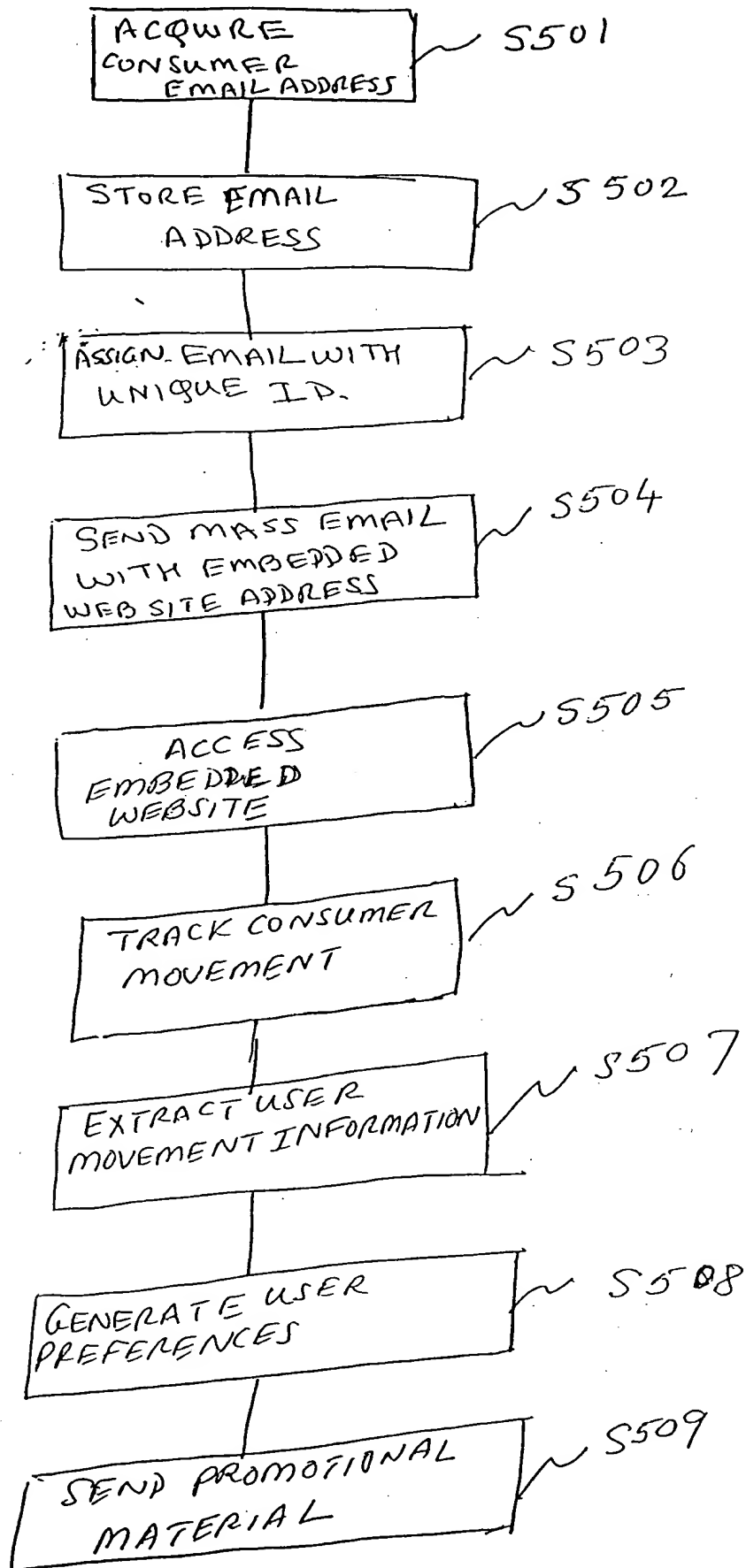


FIG 5

00379167-082399  
66280-29462660

00379157-082399  
66280-29162860

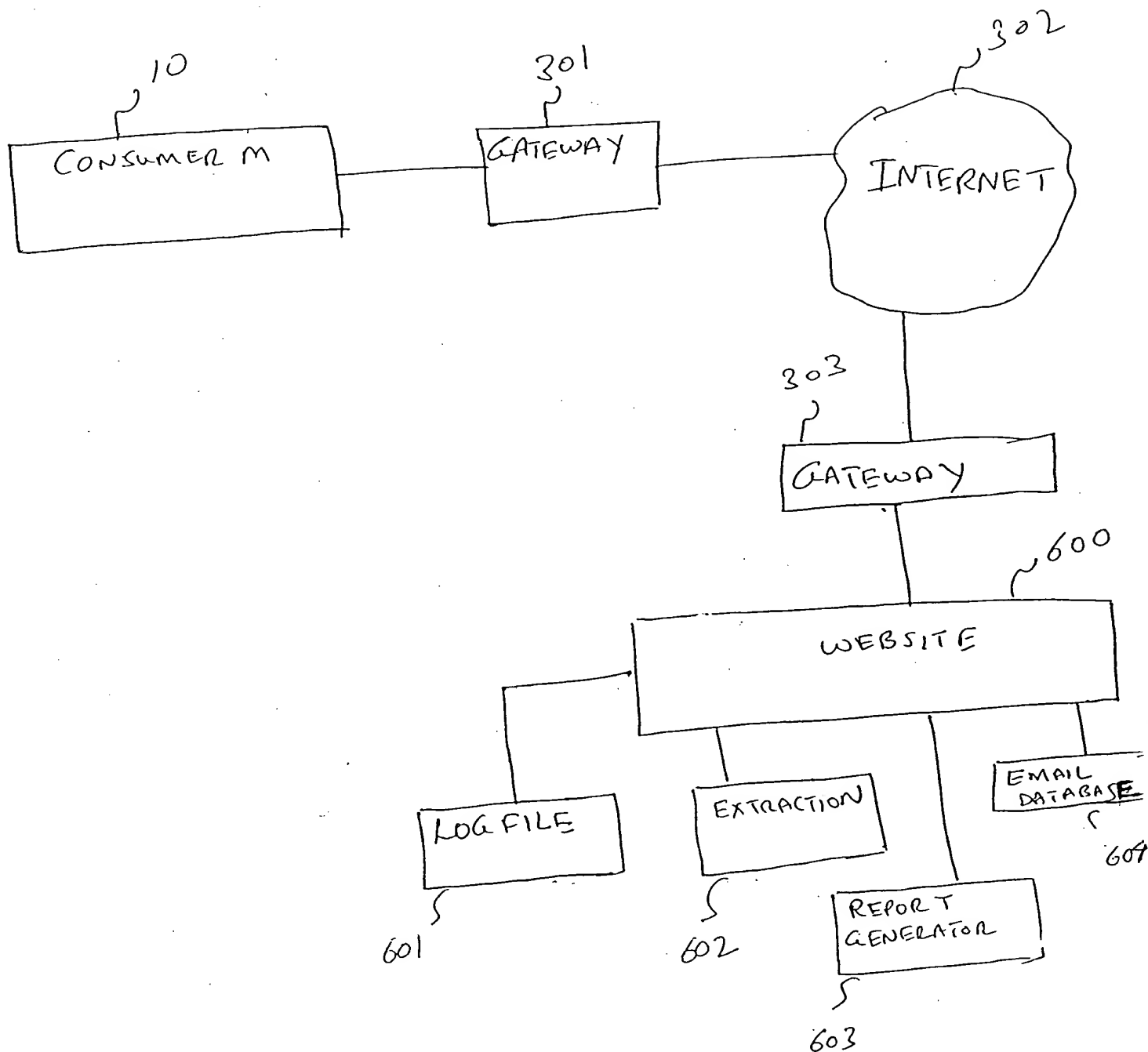


FIG 6A

41.3

604A

**From:**

## RETAIL STORE

Re: Promotional material

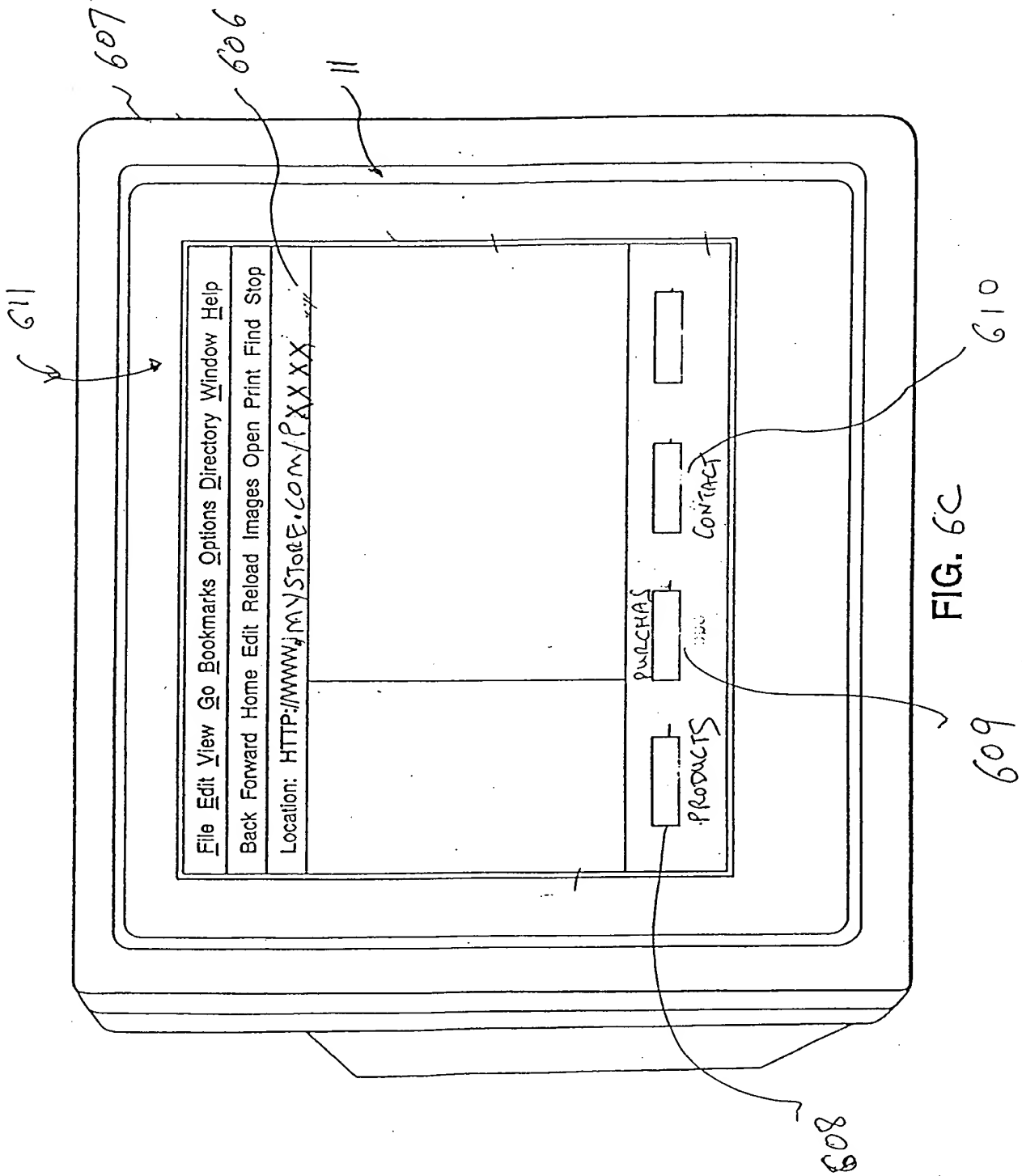
605

http://www.mystore.com/?XXXX

626

[illegible]

6 6





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701

 $70^2$ 

703

URL

```

207.247.132.194 - - [02/Jun/1999:16:13:02 -0700] "GET/email/index.html?UTID=XXX&UTPN=5678&UTSN=9876
HTTP/1.1" 200 3503
207.247.132.194 - - [02/Jun/1999:16:13:02 -0700] "GET /email/img/quick.GIF HTTP/1.1" 200 2411
207.247.132.194 - - [02/Jun/1999:16:13:03 -0700] "GET /email/img/go.gif HTTP/1.1" 200 240
207.247.132.194 - - [02/Jun/1999:16:13:03 -0700] "GET /email/img/order.GIF HTTP/1.1" 200 3364
207.247.132.194 - - [02/Jun/1999:16:13:03 -0700] "GET /email/img/line.GIF HTTP/1.1" 200 79
207.247.132.194 - - [02/Jun/1999:16:13:04 -0700] "GET /email/img/logo.GIF HTTP/1.1" 200 2628
207.247.132.194 - - [02/Jun/1999:16:13:05 -0700] "GET /email/img/products.GIF HTTP/1.1" 200 93286
207.247.132.194 - - [02/Jun/1999:16:13:09 -0700] "GET /email/bottom.htm HTTP/1.1" 200 910
207.247.132.194 - - [02/Jun/1999:16:13:09 -0700] "GET /email/img/bg.GIF HTTP/1.1" 200 99
207.247.132.194 - - [02/Jun/1999:16:13:09 -0700] "GET /email/img/email.GIF HTTP/1.1" 200 3227
207.247.132.194 - - [02/Jun/1999:16:13:09 -0700] "GET /email/img/link_wine.gif HTTP/1.1" 200 2260
207.247.132.194 - - [02/Jun/1999:16:13:09 -0700] "GET /email/img/link_computer.gif HTTP/1.1" 200
2159
207.247.132.194 - - [02/Jun/1999:16:13:10 -0700] "GET /email/img/link_sports.gif HTTP/1.1" 200 2084
207.247.132.194 - - [02/Jun/1999:16:13:10 -0700] "GET /email/img/link_fashion.gif HTTP/1.1" 200 2067
207.247.132.194 - - [02/Jun/1999:16:13:10 -0700] "GET /email/img/link_art.gif HTTP/1.1" 200 2082
207.247.132.194 - - [02/Jun/1999:16:13:10 -0700] "GET /email/img/link_furniture.gif HTTP/1.1" 200
2171
207.247.132.194 - - [02/Jun/1999:16:13:10 -0700] "GET /email/img/links.gif HTTP/1.1" 200 674
207.247.132.194 - - [02/Jun/1999:16:13:10 -0700] "GET /email/img/h_computers.GIF HTTP/1.1" 200 7555
207.247.132.194 - - [02/Jun/1999:16:13:13 -0700] "GET
/email/EmblazeVideoPro/computerv_toshiba_notbook.htm HTTP/1.1" 200 1971
207.247.132.194 - - [02/Jun/1999:16:13:14 -0700] "GET /email/img/movieframe.gif HTTP/1.1" 200 482

```

[illegible]

FG. 7A

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110

705

706

707

708

710

 $704$ 

709

IP NUMBER	QTY	COST	DATE AND TIME	PROD DESCR	CREDIT CARD NUMBER	TYPE	PROD #
207.247.132.194	2	159.89	- - [02/Jun/1999:16:13:02	-0700]	0025-5232-8545-6325	VISA	PO521
				3COM 28K MODEM			
207.247.132.194	1	649.99	- - [02/Jun/1999:16:13:02	-0700]	0025-5232-8545-6325	VISA	KL852
				XEROX LASER PRINTER			
207.247.132.194	5	29.99	- - [02/Jun/1999:16:18:02	-0700]	0025-5232-8545-6325	VISA	JK234
				10-PK CD-RW			
102.437.242.224	1	599.99	- - [02/Jun/1999:16:18:04	-0700]	8514-9856-8745-9652	MC	PK212
				HP LASERJET IIS			
102.437.242.224	1	15.23	- - [02/Jun/1999:16:18:04	-0700]	8514-9856-8745-9652	MC	UJ989
				COLOR INK CARTRIDGE			

[illegible]

FIG 7B

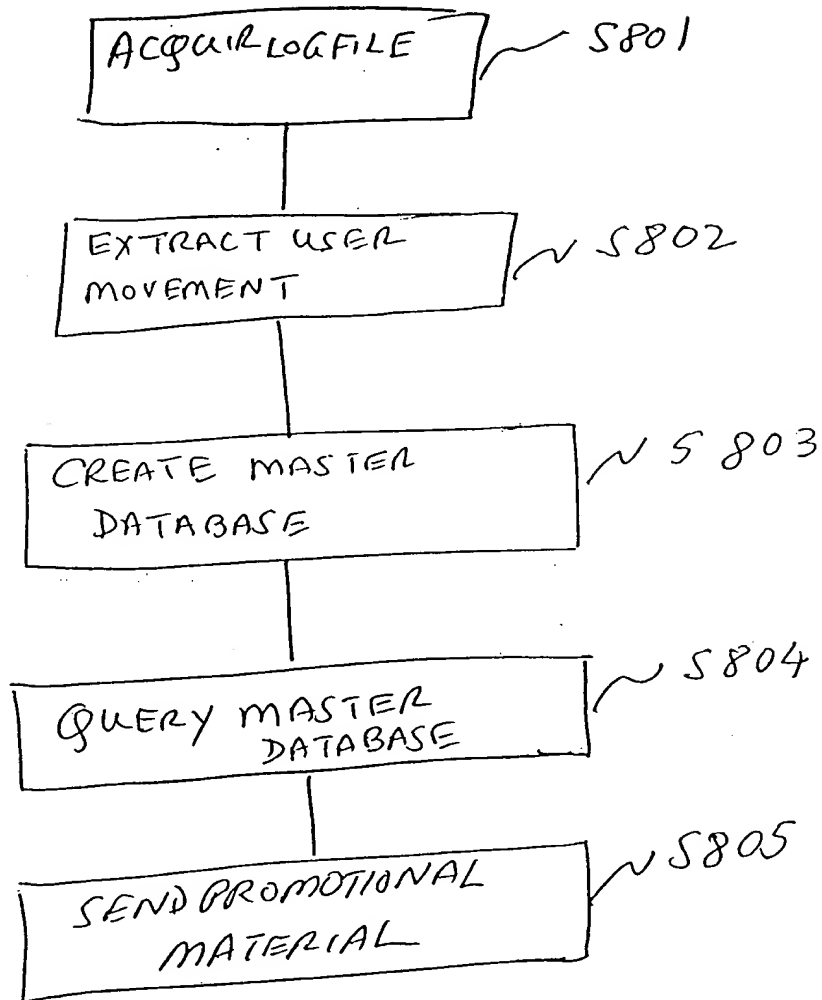


FIG 8

09379167-082399  
66280-2916260

00379157 082399

14-1124 US  
12/13

901

EMAIL LOOKUP
CONSUMER ID
EMAIL ADDRESS

900

902

CONSUMER INFORMATION
CONSUMER ID
CONSUMER NAME
ADDRESS
PHONE
REFERRAL TYPE
INSERT DATE
DEACTIVATION DATE
REASON FOR DEACTIVATION

906

REFERRAL SEGMENT
CONSUMER ID
REFERRED BY
DATE REFERRED

URL LOOKUP
URL
KEYWORDS
KEY CODES

905

903

PROMOTION SEGMENT
CONSUMER ID
PROMOTION ID
SENT DATE
DATE OF FIRST HIT
DATE LAST HIT
NO OF TIMES HIT
TIME SPENT
KEY CODES

CREDIT CARD SEGMENT
CREDIT CARD NUMBER
DATE OF PURCHASE
AMOUNT OF PURCHASE
TYPE OF CREDIT CARD
MERCHANDISE PURCHASED
QTY PURCHASED
CONSUMER ID

907

904

PURCHASING SEGMENT
CONSUMER ID
PROMOTION ID
DATE
PRODUCT NAME
PRODUCT NUMBER
COST
QTY

FIG 9

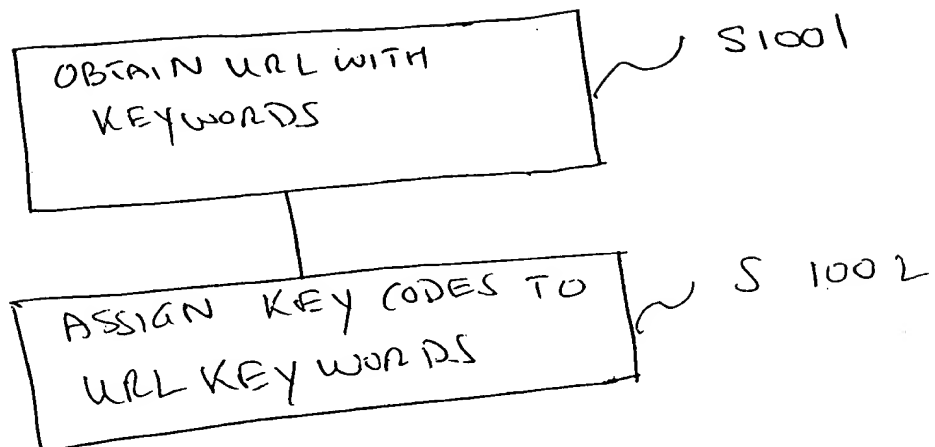


FIG. 10

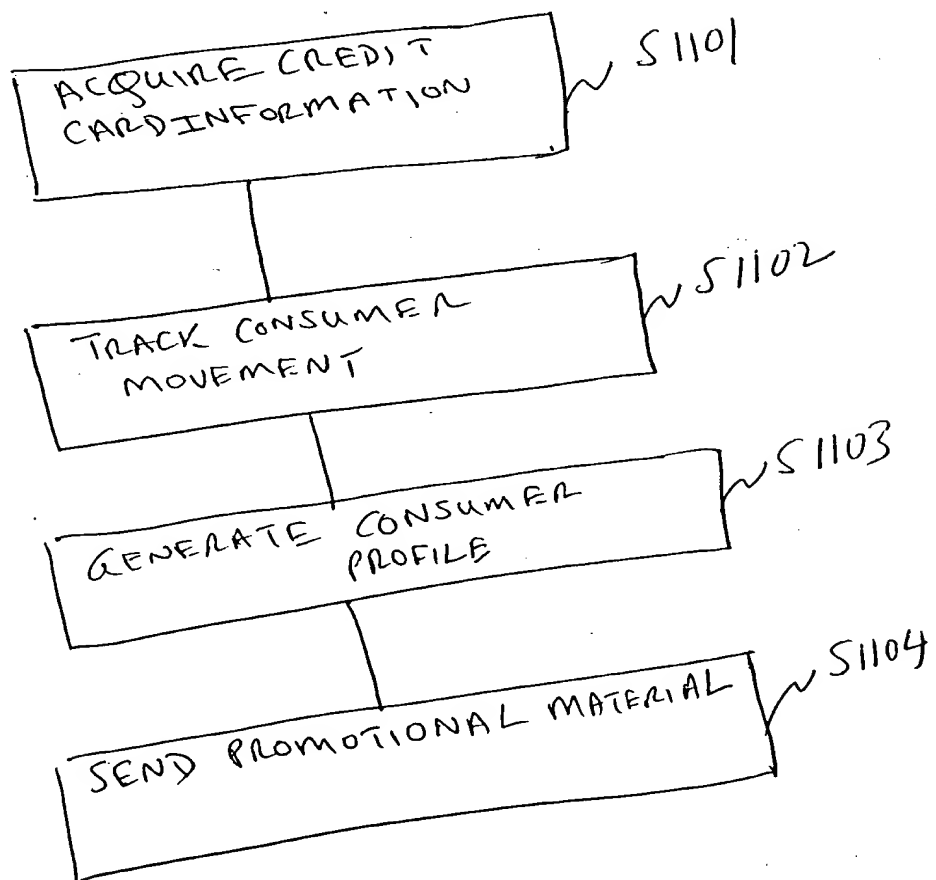


FIG. 11

[illegible]